



**Santa Cruz
County Regional
Transportation
Commission**

**Seeks An
Experienced Leader
To Be The New
Executive Director**

SANTA CRUZ COUNTY

Santa Cruz County has over 260,000 residents and is situated in the northern area of Monterey Bay, 75 miles south of San Francisco and 25 miles southwest of Silicon Valley. The County's natural beauty is present in its pristine beaches, lush redwood forests, and rich farmland. It has an ideal Mediterranean climate with low humidity and sunshine 300 days a year. There are four incorporated cities within Santa Cruz County, including Santa Cruz (pop. 55,085), Watsonville (pop. 47,707),

Scotts Valley (pop. 11,680), and Capitola (10,500).

Santa Cruz County is the Gateway to the Monterey Bay National Marine Sanctuary, and offers over 29 miles of beaches, including six state parks and six state beaches. Outdoor



enthusiasts can enjoy surfing, kayaking, mountain biking, cycling, hiking, golfing, sailing, fishing, and camping. There are a wide range of shopping, dining and entertainment activities that are unique to the region. Cultural amenities include the Santa Cruz County Symphony, the Cabrillo Music Festival, Shakespeare Santa Cruz, the McPherson Museum of Art and History, the University of California Performing Arts Center, and the Henry J. Mello Performing Arts Center, among others.

Santa Cruz County's strong local economy is anchored by vibrant high technology, agriculture and tourism. The County is served by the San Jose International Airport, the San Francisco International Airport, Monterey Peninsula Airport, and the Watsonville Municipal Airport. Higher education needs are met by Cabrillo College and the University of California, Santa Cruz. Santa Cruz County is a highly desirable place to live and work in California.

SANTA CRUZ COUNTY REGIONAL TRANSPORTATION COMMISSION

The Santa Cruz County Regional Transportation Commission (SCCRTC), headquartered in Santa Cruz, is the regional transportation planning agency created by the State of California in 1972 to carry out transportation responsibilities that cross city-county boundaries in Santa Cruz County. The SCCRTC sets priorities for major improvements to the transportation infrastructure and network of services, including highways, major roads, bus transit, paratransit, rail and alternative transportation facilities; pursues and allocates funding for all elements of the transportation system; adopts policies

to improve mobility, access and air quality; plans for future projects and programs to improve the regional transportation system while improving the region's quality of life; informs businesses and the public about the need to better manage the existing transportation system; and conducts programs to encourage the use of alternative transportation modes. The SCCRTC has an annual operating budget of \$16.2 million and is supported by 15 dedicated staff.

The 12-member Regional Transportation Commission represents the County Board of Supervisors (five members), the City Councils (one each from the four incorporated cities in the County), and the Santa Cruz Metropolitan Transit District (three members appointed by the District Board of Directors). The State Department of Transportation (Caltrans) serves as a non-voting member of the Commission. Along with volunteer Committee members and Commission staff, the SCCRTC works in cooperation and consultation with other public agencies, business, environmental, neighborhood and advocacy groups, as well as members of the public to take action in the following areas:

Funding major capital improvements to the transportation system, consistent with long-range plans

Planning for the development of a balanced transportation system that addresses all modes (cars, bus, bike, pedestrian, rail, etc) over the next 25 years

Coordinating transportation improvement projects and policies with local, state and federal agencies including Caltrans

Advocating for legislative and funding initiatives to improve all transportation options in Santa Cruz County. This includes maintenance of the current system and encouraging the use of alternatives to driving alone in order to maximize the efficiency of the current transportation system and reduce air pollution

Providing services to the general public via the Service Authority for Freeway Emergencies callbox system, the Freeway Service Patrol, the Commute Solutions Rideshare Program, and the SCCRTC's public information program



Programs and Responsibilities

Each year the SCCRTC Board adopts a Work Program that includes state-mandated responsibilities and Commission priorities. The Fiscal Year 2005-06 Work Program includes the following:

- Continued oversight of consultant work on the multi-year Highway 1 Widening HOV Lane Project Approval / Environmental Document (PA/ED)
- Coordinating with Caltrans and local agencies on public information for construction of the Highway 1/17 Merge Lanes project, due to begin in Spring 2006
- Continued work to complete purchase of the Santa Cruz Branch Rail Line
- Development of a community consensus for a local transportation funding package
- Adoption of the 2006 Regional Transportation Improvement Program (RTIP)
- Continued work with project sponsors and funding agencies on securing funds for high priority projects from all modes of transportation
- Digital and ADA upgrade of the SAFE callbox system
- Planning for the Monterey Bay Scenic Sanctuary Trail, a continuous bike-pedestrian trail from Davenport north of the City of Santa Cruz south to Lovers Point in Monterey County
- Continuation of ongoing programs such as the Freeway Service Patrol, the Commute Solutions Rideshare program, and committees for Elderly and Disabled Transportation, Bikeway Planning, and Traffic Operations System coordination
- Continued attention to maintaining and improving the SCCRTC public participation program
- Oversight of funding for transit and paratransit services with Transportation Development Act funding

Key Issues and Priorities

In preparation for the recruitment of a new Executive Director, the Regional Transportation Commission, with input from community representatives and the SCCRTC staff, identified the primary issues and priorities to be addressed by the successful candidate:

Commission Relationships

The new Executive Director will create a strong working relationship with the Board and its committees that is based on partnership, mutual trust, respect, open communication and equal treatment of all members.

Autonomy / Separation

The SCCRTC is in the process of completing the transition from using administrative services of Santa Cruz County government, such as personnel services, to being a completely independent agency. The new Executive Director will be responsible for assuring a successful transition, which is currently scheduled to be completed by July 1, 2006.

Organization Culture

A very key and important component is the desire to maintain and enhance the agency's positive organization culture that values competence, diversity, collegiality, and quality of work life.

Current Projects

The new Executive Director will be expected to continue the successful implementation of a broad range of complex and sensitive initiatives. Current initiatives of particular importance include all of the projects associated with

Highway 1, the Rail Line Acquisition and construction of the \$50 million project to improve the Highway 1/17 interchange.

Transportation Funding

The SCCRTC, like other transportation agencies in California, is actively exploring new revenue-generating programs (e.g., local transportation sales tax, developers' fees) to carry out major transportation improvements that can achieve broad-based community support. The new Executive Director, in partnership with the Regional Transportation Commission and the task force that is set up for this purpose, will be expected to take an active role in engaging community participation in developing a local transportation funding package, and implementing the approved funding package.



IDEAL CANDIDATE

Given the issues and priorities facing SCCRTC, the new Executive Director must be a results-oriented leader with excellent communication skills, who enjoys facilitating change and working to develop relationships and build consensus. Specific requirements of the position are as follows:

Experience and Education

The ideal candidate is a proven, capable executive with an outstanding track record of integrity. Typical candidates include chief executives or assistants in transportation and/or planning agencies, as well as other government and private sector executives who have both the experience and a passion for transportation. Candidates must be politically astute, embrace diversity and have excellent communication and leadership skills. A Bachelor's degree in planning, engineering, transportation, public policy or a related field is required. An advanced degree and experience in the California transportation planning community are desirable, as well as a track record of continuous education related to transportation and/or community development.



Competencies and Personal Characteristics

In addition to the experience and education described above, the competencies and personal characteristics of the ideal candidate consist of the following:

- An outstanding communicator; able to inspire confidence
- Able to establish collaborative working relationships with commissions, boards, public officials, the general public, and community groups
- Passionate about public service and transportation
- Politically astute, yet not political
- Strategic thinker with a focus on long-term results
- Effective at implementing the Commission's vision and priorities with diplomacy
- Able to manage conflict successfully and to be respectful of differences
- Effective, compassionate organization leader, as well as a good mentor who fosters staff development
- Embraces diversity and is open minded and visionary
- Exercises initiative, creativity and sound judgment to solve technical and administrative issues
- Trustworthy/honest
- Possesses excellent general administrative skills
- Professionally competent in transportation, planning and funding issues
- Implementer
- Flexible
- Has a sense of humor
- An effective listener and negotiator who is able to build consensus
- Results-oriented with a "can-do" attitude

COMPENSATION AND BENEFITS

The compensation for this position is open and negotiable based upon the skills and qualifications of the selected candidate. Initially, the new Executive Director will be hired as an employee of Santa Cruz County, but will transition with the rest of the workforce to an employee of the independent agency (anticipated to occur July 1, 2006). Current Santa Cruz County benefits include:

- Retirement and Social Security – PERS 2% @ 55, integrated with Social Security
- Medical – PERS medical plans; for most plans, SCCRTC contributions pay a large majority of the premiums for employees and dependents
- Dental – SCCRTC pays for employee and dependent coverage
- Vision – SCCRTC pays for employee coverage; dependent coverage is available
- Life Insurance – County provided \$50,000 term policy; supplemental life insurance may be purchased
- Long Term Disability
- Leave benefits – Generous vacation, administrative, holiday and sick leave

Additional voluntary benefits are available including deferred compensation, dependent-care plan and employee/family credit union.

APPLICATION PROCESS AND RECRUITMENT SCHEDULE

The final filing date is Friday, January 6, 2006. To be considered, please submit a cover letter, list of three work-related references, indication of current salary and a resume that reflects the size of staff and budget you have managed. For additional information regarding this opportunity, contact John Shannon or Christine Iams at:



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Following the filing date, resumes will be screened in relation to the criteria outlined in this brochure. Candidates with the most relevant qualifications will be invited to a preliminary screening interview conducted by the consultants in mid-January. It is anticipated that interviews with finalists will occur in early February and that an appointment will be announced in late February or early March, following final interviews and extensive reference and background checks.

Visit the Santa Cruz County Regional Transportation Commission website at www.sccrtc.org.